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Truesize is a process to display actual sized (life size) images on virtually all computer displays.

**Truesize**

Truesize is a process to display actual sized (life size) images on virtually all computer displays.

Make your customers say "Wow!" let your product image make the sell for you. Save money on product returns if what they see is what they get, they will buy it instead of returning it.

Give them the in-store experience make the experience of visiting your online store similar to visiting a physical store, your customers will thank you for it.

Inches? Centimeters? display it in Truesize and international customers can see it in centimeters and US customers in inches with the on-screen toggle.

Click on the image displayed and see how with 2 mouse clicks you can view an object at actual size on your own display.

[Click on Truesize image above](#)

### Demo

#### Create

1. Setup display
2. Calibrate new image

#### View

1. Click on a Truesize image
2. setup display (one time)

### Sample applications

#### Auction Sellers:

eBay, Yahoo Auction, etc

#### Online Stores

PDAs, handheld computers

Laptops

MP3 players

Cell phones

Jewelry

Toys

Sporting goods

Cameras

Figurines

Photos

Apparels

Apparel Accessories

Office Products

Online groceries

Furniture

Watches

Coins

Stamps

#### Product Company Web Sites

Laptops

Camcorders

Consumer Electronics

Toys

Cameras

Apparels

Watches

#### Content Web Sites

News portals

Online magazines

Museums

Online advertisers

Anyone who wishes to show and to see things in size

Doctors for patient x-rays

Farmers for prized produce

Crime experts on forensic evidence

Shippers for package size

Advertising executives for printed designs

Card designer for greeting cards

Patent attorneys for patent drawings

Antique collectors for remote artifacts

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### Why 'actual size' in software usually does not mean actual size?

Most popular document processing tools have an option in the menu: 'Actual Size'. But when you put a physical page next to your monitor or display, you find that the page displayed is different in size compared to the real thing! What the display option 'actual size' means in software is that the page displayed is proportional to the real thing and that when printed, it would be in actual size. At Truesize, what we mean by actual size is if you place the physical object next to the display at the same distance from yourself (the observer), you should find that the size of the physical object is identical to the image on display.

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### How accurate is this method?

A casual user may expect about  $\pm 2-3\%$  accuracy for the objects viewed. With the fine-tuning(Small Adjustments) tool, accuracy can improve to  $\pm 0.5\%$  or better.

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### Why is the Truesize method necessary to show actual size on the web?

Because there are thousands of different computer displays sold and used across the world, together with the different versions of computer operating systems, resolutions, and browsers used, there are myriads of factors which affects the image size on any given computer. Truesize simplifies the factors down to the



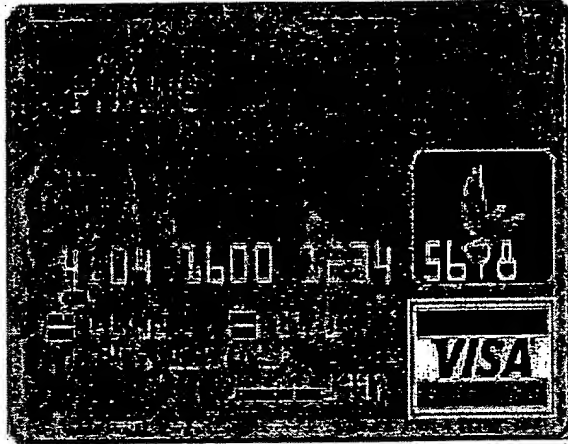
[Home](#)

[Test Credit Card Size](#)

[Test CD/DVD Size](#)

[Make Small Adjustments\(NS7.0+, IE4.0+ required\)](#)

[My Display](#)



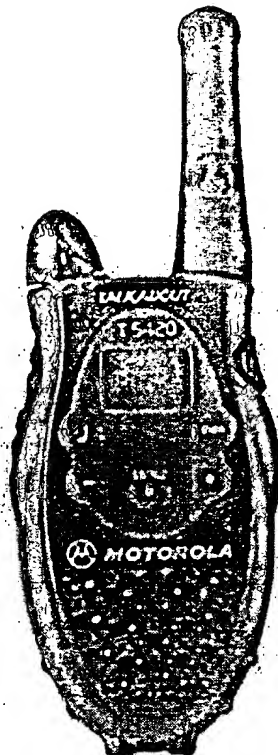
• Verify the object image on display appears in actual size by placing the object shown against the display.

• If image does not match the physical objects exactly, you can visit the calibration page and re-measure the object.

• You can also fine tune display calibration with **Make Small Adjustments**.



Click on Truesize image above



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